THE BIG B

BONANZA AIR LINES

May, 1960

Harbor Scene. —Beckner Photo Service, Newport Harbor, Calif.

COVER PHOTO
Majestic island clippers in a beautiful start at Newport Harbor Annual Mid-Winter Regatta, Southern California. —Photo by Hubert A. Lowman, South Gate, California

THE BIG B
PUBLISHED AND PRINTED BY BONANZA AIR LINES, INC., BOX 391, LAS VEGAS, NEVADA

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Sunshine, Sailboats, the Shore and the Sea

(Credit for this article must go to the Newport Harbor Chamber of Commerce, whose cooperation made this story possible.)

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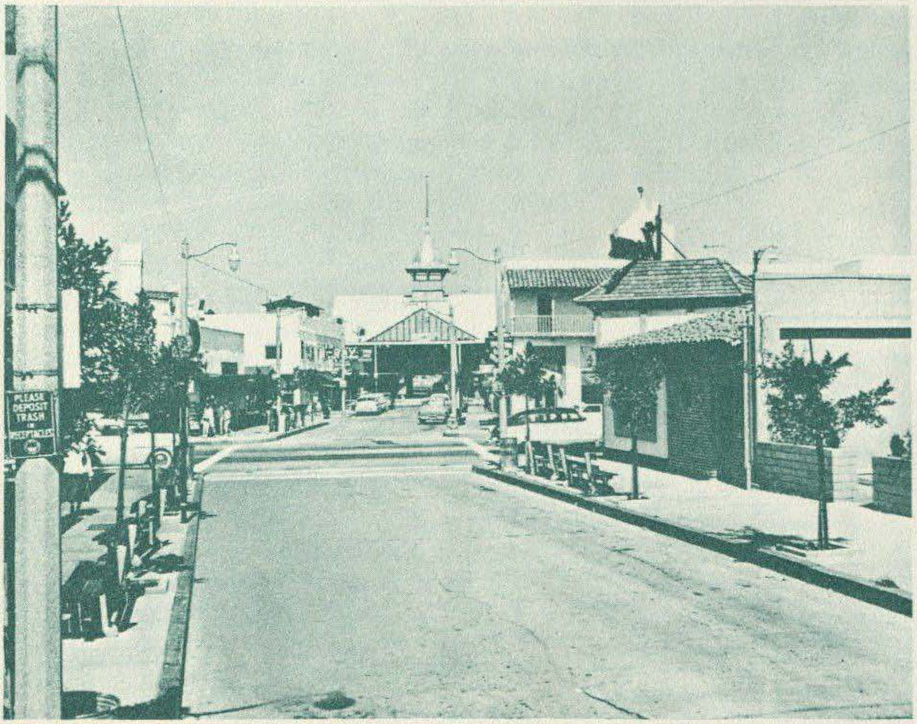
Just ten minutes' drive from the Orange County Airport, where once existed the wild swamp-beauty of tidelands easing into the still waters of an empty bay, there now stands a picturesque harbor filled with thousands of boats —from the smallest of dinghies to the largest of yachts. Island villages dot the bay, and its shores are complemented with waterfront parks. On the bluffs overlooking the harbor are beautiful residential districts. This is Newport Harbor —a tribute to man's ingenuity in turning Nature's desolation into fruitful use. The area is composed of several communities, each with a distinct charm of its own.

The harbor was first discovered in the 1860's, when Capt. S. S. Dunnels — sailing up the Pacific Coast from San Diego in his stern-wheeler, Vaquero — explored the quiet waters at the base of what is now Newport Heights. He returned to San Diego and announced that he had found a new port — and so the bay was named.

In 1873, three brothers — the McFaddens, owners of several thousand agricultural acres that had once belonged to the Rancho Santiago de Santa Ana — needed an expedient method of shipping their products and receiving their supplies. So they purchased a small dock and warehouse that was located below



Picturesque street scene — Balboa. —Beckner Photo Service.

the bluffs on the shore of the bay, not far from their land. A few years later the McFaddens erected a pier and began construction of a railroad that ran from Santa Ana to the wharf. In 1892, with the railroad completed, the newly established town of Newport flourished as a beach resort. Today, although the railway is rapidly disappearing from the scene, the progeny of that first pier still stands on the original site and Newport has become famous as a game fish capital, with four sports fishing landings and some seventy boats available to the fisherman.

Here also, dory fishermen, believed to be the last of their kind on the Pacific Coast, sail out to sea each night and return at dawn with their catches. In the cannery and fishing communities of the harbor, where the ancient art of building sailing vessels is a major industry, one may still see sails being made by hand.

With Old Newport leading the way, other towns began to spring up along the coast. Near the mouth of the bay there were 700 acres of land, originally belonging to James Irvine—one of the pioneers of the Santa Ana valley. The land was purchased from Irvine by George E. Hart and the first subdivision map was filed in 1904. In 1923 a major portion of the little town was annexed to Newport Beach. Called "A Crown of the Sea", Corona del Mar rests high on the bluffs, looking down upon the Pacific Ocean — a thriving center of delightful shops and lovely residential areas.

Balboa, on the peninsula, was started as a vacation resort in 1905. A pavilion was built, a board walk and beach houses were constructed. The beach city immediately became a popular spa for vacationers, and with the construction of a ballroom and amusement center Balboa has attracted the teen-age set for many years.

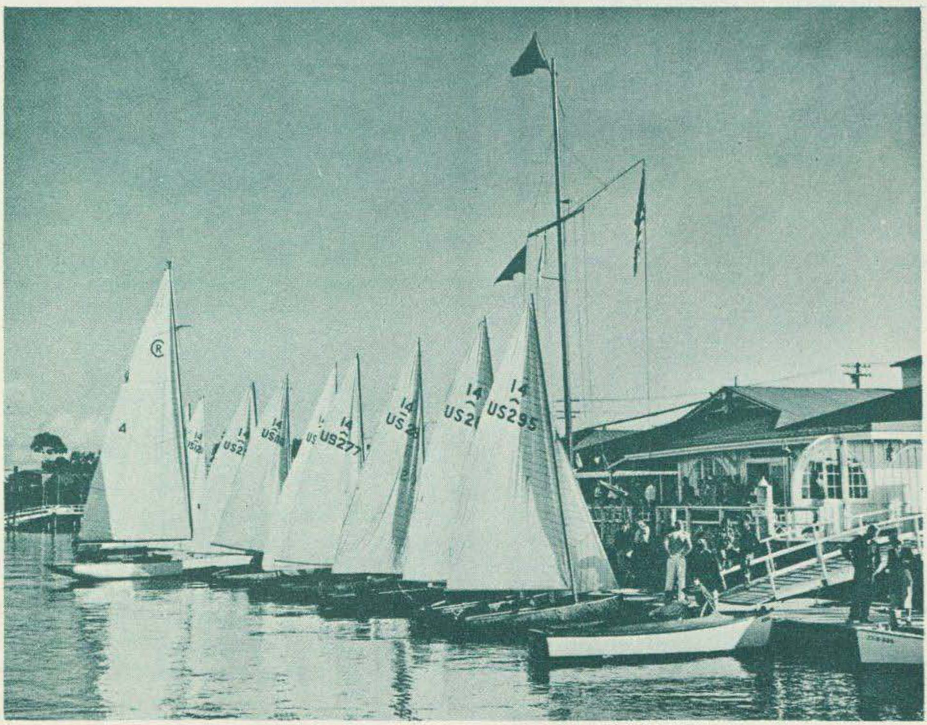
Costa Mesa, a bit inland, but adjacent to the coast, was in the beginning, an agricultural hub known as Harper. In the early 1900's an oil boom in the Upper Bay gave the town its start, and it has continued to grow — until today Costa Mesa is fast becoming an important research and development center. It is a settled community — a haven for city workers, harbor residents and travelers alike. The site of the Orange County Fair, Costa Mesa is also the home of Orange Coast College and the Santa Ana Country Club.

Although Balboa Island was dredged from the bay in the early 1900's, because of its relative inaccessibility, it did not immediately gain the popularity that the other communities enjoyed — almost from their beginnings. Then in 1920 an enterprising fellow named Joseph Allan Beek obtained ferry rights to the island and started carrying passengers across the bay in a rowboat. With the advent of ferry service, came the Bal Isle boom. Beek's rowboat has since been replaced by an auto bridge and power-driven ferries that carry visitors quickly and easily to the island city of unique shops and fine restaurants, many of them owned by Hollywood celebrities.

Lido Isle came of age in 1920 when the island was dredged from the bay and developed to create a Mediterranean atmosphere in appearance and usage. It was so well planned that the Lido Isle Community Association frequently receives requests from property developers for the plans that established, and still maintain, the community life of the islanders.

Newport Harbor, blessed with a dry sub-tropical climate, is the year-round scene of regattas. Boat races are held nearly every week end, with participants

These fishermen don't have to tell tales! —Beckner Photo Service.



Ready for a trip to the briny deep. —Photo by Kent Hitchcock, Newport Harbor.

ranging from shiny-faced elementary school youngsters entered in the Annual Flight of the Snowbirds, to seasoned sailors, competing in the Acapulco classic or the Honolulu run.

It is small wonder that Newport Harbor, with the finest facilities for the seashore vacationer, combined with the charm of carefully planned shopping and residential communities, has come to be known as the Playport of the Pacific.

Newport Harbor — The large island is Lido Isle, the one to the right — Balboa. The entrance to the bay and Corona del Mar, which are not shown, are located right of Balboa Island. —Pacific Air Industries Photo, Long Beach, Calif.

Salute to Orange County Airport

Aeronautics was introduced to residents of Orange County in 1921 when a young fellow named Johnnie Martin climbed into the open cockpit of a biplane to teach his first student the principles of flying. The first airfield was built in a pasture near the present location of the airport. Here, Johnnie Martin, who had joined forces with his brother and a friend, operated the Martin School of Flight. Then in 1941 the county needed the land to construct McArthur Boulevard and the present site was purchased, Orange County Airport was built

and leased to the flight school.

At the beginning of World War II, the Santa Ana Army Base was established nearby, and the Civil Aeronautics Authority constructed taxi strips, extended aprons, and built heavy duty 5,000 foot runways that would accommodate the "gigantic" B-29s. In 1952 Bonanza had received permission from the Civil Aeronautics Board to provide service to Santa Ana. In the early evening of July 11th, on a proving flight with CAA and Bonanza officials aboard, the first "big, sleek" DC-3 touched ground at Orange County Airport.

Scheduled air service was inaugurated four days later, with two daily flights. In August the flights were increased to four a day, and that month ninety-one passengers availed themselves of the new Santa Ana service. Soon after the inaugural flight, CAB, Santa Ana and Bonanza representatives were meeting to discuss further airport modernizations with particular emphasis on the installation of radar equipment to facilitate incoming and outgoing flights.

The first Bonanza ticket office was located in a small structure adjoining a two-story building and control tower that housed Orange County Airport employees. In 1959 the building was remodeled and converted into a terminal, complete with Bonanza's station, business offices of the Martin School, a car rental agency and a restaurant. A new control tower, operated by the Federal Aviation Agency, has been constructed on the far side of the airfield.

Today Orange County Airport and Bonanza Air Lines offer convenient airlane access to the thriving communities of Santa Ana, Newport Harbor and Laguna Beach, and to those fairyland places — Knott's Berry Farm and Disneyland.

From the ninety-one passengers boarded that first August of scheduled service, traffic has steadily increased until for that same month in 1959 — 746 travelers enplaned. A true indication that Orange County Airport has a bright future before it.

THE SANTA ANA TEAM . . .

STATION MANAGER RAY VAUGHN was born October 27, 1929, in East St. Louis, Illinois. In 1944 his family moved west to Phoenix where he continued his education and then joined a construction firm. But he was fascinated with the idea of airline work as a permanent career, so he entered the Airline School of the Pacific. Completing the course in 1956, he joined Bonanza's crew at Phoenix as an operations agent. There he settled—a solid citizen for three years. But in 1959 our solid citizen developed symptoms of nomadism. For he went from Phoenix to Palm Springs — then back to Phoenix — and then up to Kanab as station manager — two months in the mountains, and he headed for the seashore — Oceanside, next stop. He paused here for seven months until March 8th of this year when he moved again — this time to Santa Ana as the new Station Manager.

Ray's favorite hobbies are bowling and hi-fi. He enjoys both jazz and popular music. Before he joined Bonanza, Ray spent two years with the Army, stationed in Germany as a radio operator. While there he toured Europe, seeing most of the points which interested him. His family? Quote, "Me—I'm it. Single — but shopping!"

* * *

ALLAN O'REGAN hails from Chicago, Illinois, where he was educated and then obtained his first employment as an assembler with Hotpoint Corporation. In the Spring of '58, Allan and his charming wife Deanna, deciding to become Westerners, moved to El Centro, California. On the first of May of that year he started with Bonanza as a part-time agent at the Imperial station. Within a few weeks, both Allan and Bonanza found that commercial airline work was what he had been looking for, and on June 25th he was a full-time Bonanza employee. A year later he was transferred to Oceanside for a five month tour of duty before going on to Santa Ana.

The O'Regans have a daughter — two year old Kelly Ann, a son — nine month old Kurt Allan, and are patiently awaiting their third visit from the stork who is due some time in September. Two or three times a week you will find Allan on the golf course, where he swings a wicked club in the low eighties. He also fills his spare moments building gasoline-

powered model airplanes which he gives to young flying enthusiasts.

* * *

JOE DUFFY, a native Phoenician, was born January 15, 1936. An athlete in high school, he was chosen by the Baltimore Orioles to "play ball". After touring with the Orioles for two years, Joe suffered an accident and had to retire from baseball. The next-best career seemed to be with the airlines, so he applied at Trans World and was hired as a cargo agent for the Sky Harbor station. But always having an affinity for work that involved meeting and serving people, Joe wanted to get into passenger service. Thus, on July 8th, '58, he accepted temporary employment with Bonanza as an agent behind the ticket counter in Phoenix, until an opening occurred at Reno. Whereupon Joe and his family moved to "The Biggest Little City In The World". In the early part of last year, he transferred to Santa Ana.

Joe now resides in Westminster, California with his wife Carole and their two children — Mark Steven and Dana Lynn. He has been attending Santa Ana College so hasn't had much leisure time lately, but when he does, his hobby — "Sports, of course!"

* * *

BOBBY DEARINGER has been a traveler since he was six years old, when he moved from his home town — Kent, Washington — to California. Several moves and several years later, he graduated from Fullerton Junior College, and then enrolled in the Airline School of the Pacific. Completing his studies, he started with Transocean Air Lines prior to coming to Bonanza on March 11, 1959 at El Centro. In October he transferred to Santa Ana.

He and his wife Johnnie are avid bowlers in the handicap leagues. Water skiing is another preferred pastime of the Dearingers. Bobby recalls that while learning to water ski he lost his balance on a curve — hit his head on the ski — and was momentarily knocked unconscious. Undaunted, Bobby was ready within a few minutes to give it another try. Along this vein, he remembers another incident at El Centro. The wind was exceptionally strong one day — strong enough to blow him off the nose stand! But Bobby picked himself up and climbed back on his post. His favorite quotation, "If at first you don't succeed — try, try again!"

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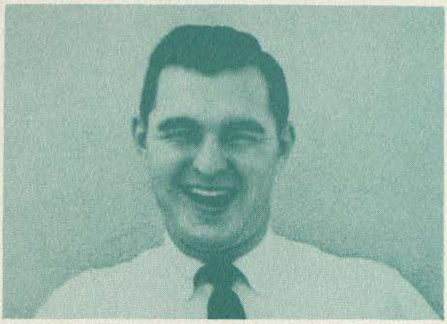
PETE PETERSON was born in the friendly mid-western town of Ord, Nebraska, twenty-four years ago.



When he graduated from high school, he had decided that he wanted to be a farmer, but soon after Uncle Sam called him and he spent three years in the Paratroopers. Here he was introduced to a new field — aeronautics. After his discharge, wishing to continue in this field, he attended Central Technical Institute in Kansas City and then joined Bonanza on May 4th of last year at the Santa Ana station.

He, Mrs. Peterson (Elaine), and two year old Scott are expecting an addition to their little group. If the tiny stranger arrives on the anticipated date, there will be reason for a double celebration at the Petersons. For Pete's first anniversary with Bonanza is also the date the new member of the family is expected.

In the "Small World" department, Pete and Harlan Walden discovered that they had not only been hired on the same date, and for the same station — but they had also gone to "different schools together" in Kansas City.

HARLAN WALDEN was born and reared in Monroe, Wisconsin — the land of cheese-making. So his first job, just naturally, was in that master craft. It was fascinating work, but Harlan wanted something else — the problem was — he wasn't sure what. Casting around for an idea, he saw the vast opportunities in the airline industry. Immediately, he enrolled in the National School of Aeronautics in Kansas City, and after graduation, he started with Bonanza on May 4th, 1959 as an operations agent at Santa Ana.

Harlan likes to hunt and enjoys a good game of football or baseball. But he especially likes ocean surfing, an enthusiasm shared by his wife Ann. Winter and summer alike, they can be found on the beach or riding the waves of the ocean tides. Harlan admits that the water is a little cold in the winter, but this does not deter their zeal for the sport. Often seen with them are the other Waldens — little Kathy, Mary Alice and Lynn.

—Dee McJunkin

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GO BONANZA IN A JET-PROP SILVER DART

F. Y. I.

from Jan Payne

PUBLIC SERVICE PAYMENTS — What Are They?

Many industries, including our own, receive Federal funds as supplementary revenues. These public service payments are disbursed by the Federal Government to industries that perform services which are needed in the public interest but which do not bring self-sustaining revenues. Various Federal agencies provide and distribute the funds to the different industries. Originally public service revenues to our industry were determined by the Civil Aeronautics Board, but the amount was included in the mail pay and paid by the Post Office Department. Later, this method of disbursement was reconsidered and it was decided that the two payments should be separated. The Post Office retained the responsibility of remitting mail pay — the CAB was assigned the distribution, as well as the computation, of public service payments to the local airlines.

The Civil Aeronautics Board obtained its authority from Congress — with the stipulation that the amount of payment is to be computed as the difference between a company's operational costs and its revenues, plus a fair return on the corporation's investment. In its responsibility to the public, the CAB must be extremely meticulous in determining the amount of public service payment that will be made to any carrier. To fulfill this responsibility, and to make equitable decisions for all of the carriers, the Board has defined norms (called recognized operational costs and investments) and has established a percentage of fair return on investment. Occasionally the actual operational costs of an airline may be in excess of the defined averages because of unique local problems of operation. When this occurs, the CAB may allow only the established norm and consider the carrier to be liable for any expenses, however necessary, that are in excess of the norm. After a carrier's recognized costs and investments have been determined and the revenues audited, the Board computes the difference and authorizes the public service payment to the airline as earned revenue for public services performed.

These funds are used by the carriers to continue, to improve, and to expand air service to the smaller cities of the United States — a service that, in many cases, would have to be discontinued if Federal support was withdrawn at the present time. As an industry, we are looking forward to the time when we will be self-supporting. We believe that this can be achieved through the acquisition of new routes with greater traffic potential and increased flexibility on present routes, to offset losses from those cities we serve which are in need of, but cannot fully support, air service. Meanwhile, although the local airlines receive Federal aid, the smaller communities we serve are the direct beneficiaries of the public service payments.

INDUSTRY NEWS IN BRIEF

SCIENCE SERVICES AND EXPANSIONS — United Airlines has ordered twenty Caravelles for use in short-range operations. Sud Aviation will deliver the first of the jets in April 1961. United will put it into scheduled service in July. . . . Turkish Airlines has purchased five Fairchild F-27s. Three will be delivered this year, two in 1961. The order brings the total number of firm orders for the F-27 to 83. . . . Trans Texas Airways, U. S. Overseas, and Alaska Airlines are now accepting American Express credit cards for air transportation. . . . American Airlines is planning to move its revenue accounting and statistical offices from Tulsa to New York City, in accordance with the company's decision to centralize these operations at headquarters. . . . Delta Air Lines has a new service called "Airscrip". Books of ten tickets, with re-order postcard and instructions for use, are issued to individuals or companies. The traveler calls in his reservation, fills in his ticket and presents it when checking in at the station. The ticket is used as the flight coupon and then as the billing document.

APPOINTMENTS, ELECTIONS AND AWARDS — The Senate Commerce Committee has approved the nomination of Alan S. Boyd of Florida as a member of the Civil Aeronautics Board. . . . Allegheny Airlines has received permission from the CAB to serve Hagerstown, Maryland, as an intermediate point between Harrisburg, Pennsylvania and Washington D. C. Permission was granted for one year.

DECISIONS, QUESTIONS AND OBJECTIONS — The Senate Commerce Committee has approved a bill that would permit representatives appointed by the Civil Aeronautics Board, the Interstate Commerce Commission, and the Federal Maritime Board to consider joint shipping rates for air, land and water carriers operating within the fifty states. If the bill is passed, goods may be shipped at a single through rate to their destinations by the three types of service. . . . The House and the Senate are divided over the need for legislation to authorize the Post Office Department's movement of nonpriority mail. The House Committee reports that the legislation is needed, however, the Senate Committee has stated that no law is necessary. . . . The House has approved a $10 million supplementary 1960 federal matching fund for airport constructions. The Federal Aviation Agency had asked for $11 million. . . . The CAB Bureau of Air Operations has recommended that all passenger credit plans, except the Government Transportation Requests, should be included in the CAB's Passenger Credit Plans Investigation. Several carriers have protested examination of the Universal Air Travel Plan and the fly-now, pay-later plans which have already been approved by the Board.

RECORDS, TRENDS AND PREDICTIONS — Allegheny Airlines reported that its no-reservations passengers, using service between Pittsburgh and Philadelphia, comprised over 40% of February traffic between these points. . . . Turbine-powered aircraft, representing 14% of the total scheduled airline fleets, carried 27% of the passenger miles flown in the last quarter of 1959. . . . Stockholders in the Bendix Aviation Corporation have voted to delete the word "Aviation" from the company name. Reason — Missile and electronics sales are increasing and Bendix is no longer selling to only military and civilian aviation. . . . Flying Tiger Line reported an 18% increase for 1959 over 1958 in airfreight traffic, with 123,600,064 ton-miles, the largest volume reported by any carrier. The figure represents overseas contract and domestic common carriage operations. . . . The International Air Travel Association clearing house processed over a billion dollars in accounts for 1959, setting a new record for the 13 years of the joint program.

JOHN D. LINDSAY JOINS BONANZA

Bonanza's President, Edmund Converse recently announced the appointment of John D. Lindsay to the new position of Assistant to the President — Civic Affairs. Mr. Lindsay's functions will include supervision of civic affairs, public relations and publicity. He will be closely associated with Jack Arant, Assistant to the President — Governmental Affairs, in all matters pertaining to Bonanza's system development.

Prior to entering the airline industry, Lindsay, a native of Salt Lake City, held various accounting and sales positions in Salt Lake City and Denver, traveling extensively in the western states. During World War II he served as an officer in the U. S. Army Infantry.

Active in the local service industry almost from its inception in 1946, Lindsay was with Frontier Airlines for eleven years as a member of its management team. In this capacity, he was closely associated with community and customer relations, and represented the company in negotiations with the cities and states concerned with new route development.

Mr. Lindsay's office will be located in the executive offices of Bonanza Air Lines. He will reside in Las Vegas with his wife and family.

F. William Schramm New Utah DSM

Larry Decker, General Sales Manager for Bonanza has announced that F. William Schramm has been appointed District Sales Manager for the State of Utah. He will maintain his office in the Hotel Utah at Salt Lake City and will be directly responsible for sales activities and coordination throughout the State. Schramm, who has been associated with domestic and international carriers, brings ten years of experience to Bonanza Air Lines. He is originally from St. Louis, Missouri, and attended the University of Missouri at Columbia. He will reside in Bountiful, Utah, with his wife and family.

** BONANZA BULLETINS **

TWO MORE SILVER DARTS WILL BE DELIVERED THIS MONTH, MAKING A TOTAL OF EIGHT JETPROPS IN BONANZA'S FLEET. THE NEW PLANES WILL BE INAUGURATED INTO SERVICE IN JUNE.

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BONANZA'S FIRST FOOD SERVICE WAS LAUNCHED APRIL 24TH. ROLLS AND COFFEE ARE NOW SERVED ON ALL MORNING FLIGHTS DEPARTING BETWEEN THE HOURS OF 6:00 AND 8:59 A.M.

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AN ALOHA AIRLINES HOSTESS IS FLYING BONANZA'S ROUTES ... MISS JOAN GANDALL IS IN BAL HOSTESS HELEN BAILEY' S PLACE; HELEN IN HER BONANZA UNIFORM, IS FLYING WITH ALOHA. THE GIRLS WILL CONTINUE TO CHANGE PLACES UNTIL THE FIRST OF SEPTEMBER. FULL STORY WILL APPEAR IN THE JUNE ISSUE OF THE BIG B.

* * *

DUE TO THE INCREASE IN TRAFFIC AT THE ONTARIO AND RIVERSIDE STATIONS, ALL RESERVATIONS FUNCTIONS WILL BE MOVED FROM THE AIRPORT TO A DOWNTOWN ONTARIO LOCATION ON APPROXIMATELY THE FIFTEENTH OF JUNE. CENTRALIZATION OF RESERVATIONS FOR THE ONTARIO/RIVERSIDE AREA WILL OFFER IMPROVED CUSTOMER SERVICE.

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THE STEADY UPTREND IN PASSENGER TRAFFIC IS AGAIN REFLECTED IN BOARDINGS FOR APRIL. SYSTEM-WIDE, 23,042 PASSENGERS WERE ENPLANED AND THE STATIONS OF SALT LAKE CITY, RIVERSIDE, YUMA, ONTARIO AND LOS ANGELES EXCEEDED THEIR PREVIOUS RECORDS!

* * *

Robert Sherer

ROBERT J. SHERER was elected Vice President of Finance and Treasurer for Bonanza at the Board of Directors' annual organizational meeting. Mr. Sherer, who joined the Company in 1956 as Assistant Treasurer, has been Treasurer for Bonanza since November of 1957.

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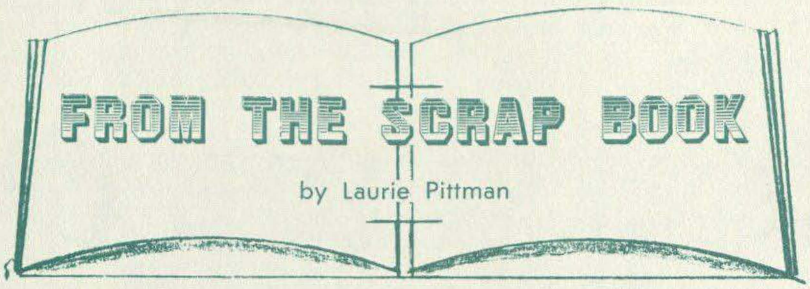
THOMAS VAN BOGART, formerly Assistant Treasurer, was also elected by the Board of Directors as Comptroller and Assistant Secretary for the Company.



ONE YEAR AGO

Bonanza Air Lines inaugurated service into Valle Airport at Grand Canyon, Arizona. Now it is possible for a tourist to leave Phoenix early in the morning — but not too early — take both rim drives, watch the Indian dances, have lunch and dinner at the Canyon and be back in Phoenix early in the evening. As a summer promotion Bonanza has arranged with Fred Harvey, the Hiway House in Phoenix, and with other airlines, to prepare a package trip to the Grand Canyon.

First it was gold and now it's silver, but in either case both these words, if not the actual metals, hold honored spots in the dictionary of Bonanza Air Lines' history. Known as "The Route of the Gold Strikes" during its early days, the 13-year-old air line's system now covers such a broad area that this slogan can no longer be properly used. On Easter Sunday last, Bonanza added silver to its vocabulary with the start of Fairchild F-27 jetprop "Silver Dart" service. The addition of the first jetprop equipment in this area has proved a happy one for Bonanza that started its career with a twin-engine Cessna operating between Reno and Las Vegas in 1946. All-time traffic records for Bonanza have been established at the cities of Phoenix, Reno, Las Vegas and Salt Lake City. "These increases," according to Edmund Converse, president of Bonanza Air Lines, "show the tremendous traffic-generating capability of the ultramodern, jetprop Silver Dart and confirm our belief that irrespective of the high traffic potential in a given area it can't be fully exploited or properly served without the benefit of modern equipment."

FIVE YEARS AGO

Edmund Converse, president of Bonanza Air Lines, received word from Washington that Bonanza has been certified permanently as an air carrier by the Civil Aeronautics Board. From a small operation employing 17 persons and with an actual payroll of but $600 per month, the airline has grown until now it employs 260, with 125 domiciled in Las Vegas, and a total annual payroll of $1,200,000.

TEN YEARS AGO

Airlines serving Phoenix noticed increased passenger and airmail activity as the firemen's strike against the Santa Fe Railway went into its second day. Bonanza Air Lines' station agent, Tom Magness, said that increased loads of airmail were being routed through Northern Arizona.

(From left) Bonanza's President Ed Converse chats with Pacific Western Airlines' Vice President and Managing Director Duncan McLaren and Manager—Mainline Services Don Watson. The Canadian visitors were in Las Vegas to observe our Silver Dart operations in advance preparation for their re-equipment program. Pacific Western's representatives chose Bonanza because our routes are similar to their British Columbia routes along which their recently ordered Fairchild F-27s will be inaugurated into service.

AROUND THE B — with BOB STRAUCH

THE WELCOME MAT IS OUT — for new Secretaries **Janice Brown**/LAS Acctg., **Laura Burgy** and **Allene Murray**/T&S Dept., for Mail Clerk **Bob Judd** (yes, he's Fred's brother), for **Betty Garman,** IBM's new key punch operator, and for **Melvin Reed** in Stores. At SLC we have our new DSM **Bill Schramm** and Op. Agt. **Russ Ford** from WC in Seattle, and at IPL Op. Agt. **Earl McKellar** — just out of the Navy. Back again with BAL are **Gail Jackson**/RNO CTO and **Bennie Magourik**/Stores. Happy to have all of you aboard.

BON VOYAGE — to **Bobbie Hayden**/Acctg. Secy. who has resigned to accompany her husband to Belgrad, Yugoslavia. Best wishes to **Mary Anne Porter,** girl Friday to T&S VP Bill Mitchell for the past three years, to **Janet Rebrovich**/Acctg. and to **Nancy Bradley** a gold pin holder in IBM. All three are terminating to become mothers. **Jerry Smetzer,** former mail clerk leaves us to go to Alaska, former BLH Mgr. **Bob Grover** was needed on his father's Montana ranch, and **Clyde Vaughn** formerly Op. Agt./PHX has accepted a position with the FAA. Good luck fellows. Our very fond adieux to **Ethel Van Voorst**/PHX Host. After nearly ten years as goodwill ambassador for the Passenger Service Dept. (she would have

received her ruby pin in July) Ethel leaves BAL to join the public relations department of the Red Cross, and is departing for Tokyo. Our very best wishes to you, Ethel, in your new endeavor. RNO personnel gave a farewell party at the Nugget for Agt. **Bruce Fabbi** who leaves Bonanza after two years service. We wish Bruce well in his new position.

STATION DOINGS — More record smashers in March, system-wide, as well as at SLC, LAS, LAX, IPL and PHX! RAL is looking real sharp, with a new coat of paint and a new glass surface on the ticket counter. ONT moved into the new terminal building on April 1st. Much complimentary comment from passengers and employees. "Thank you, Mr. Hays", wrote the PHX first grade class, after a tour of Sky Harbor, conducted by our personable station manager. Down YUM way, the County Fair was hailed a big success, and BAL had the honor of Arizona's Governor Paul Fannin aboard a flight to visit the fair. Congratulations to Pan Am, prime contractors for the Yuma Test Station Missile Site. RNO now has terminal control of reservations for its non-stop flights — a step toward easing the load on Space Control. Moves and promotions around the system — **Larry Ecklund** from IPL to Mgr./BLH, taking Larry's place as Lead Agent at IPL is **Joe Donaghy,** and former SLC/Agt. **Blaine Barney** is now Mgr./SGU, replacing **Buddy Hart** who has moved to VLE as Mgr.

JAUNTS, SHORT & LONG—**Lowell McDonald** LAS/Flt. with the Mrs., and Lowell's brother and wife journeyed to Los Angeles to attend the annual ski show. YUM/Mgr. **Hank Puryear** vacationed in Lubbock, Texas. **Ken Brown** LAX/Ld. Agt. has returned from his trip to South America and heartily recommends the tour to everyone. LAX/Mgr. **Herb Chesney** is doing his touring in his new MG Magnette and LAX/Agt. **"Jake" Jacoby** can be seen riding around in his new VW. At YUM Agts. **Harold Sinn** and **Ernest Burks** have moved into new homes. Harold's is on wheels — next to a swimming pool.

FELICITATIONS — to **Estelle Ruditsky** LAX/Res. on her recent marriage to Larry Carney. We are sorry to hear that **Judy Bertsch** had to postpone her march down the aisle (her fiance was called overseas for a spell) but we are happy to have you with us a little longer, Judy.

NEW LITTLE TAX EXEMPTIONS — RAL/Agt. **Jerry Butler** announces the arrival of young miss Robyn Rayanne; **Harold Peters** YUM/Agt., proud father of Sheri Lynn, has now completely recovered and is able to work, and **Hayden Bone** is showing off granddaughter Cynthia. The **Tommy Beavers** LAS/Mntnce. have a boy, and "faith 'n' begorra", wee Carey Patrick has come to live with the LAS/Agt. **J. Carey Burkes.** In IGM Mgr. and Mrs. **Rod Ward** are the proud parents of newly arrived little John Russell.

WELCOME BACK FROM THE SICK LIST — genial **Joe Bon Smith,** Supvr. Radio & Instrument Div/PHX, General Traffic Manager/T&S **Bob Hill** and R&D Secy. **Loret deKoevend.**

FROM THE PASS DEPARTMENT — we learn that Alitalia and Lufthansa now grant 75% discounts. Beginning September 15th, Lufthansa is offering 16 and 23 day tours, at $395 and $583 respectively, to Europe and the Middle East. Scandinavian Airlines offers a 15 day escorted tour of Russia, to begin in October. The tour includes visits to Moscow, Leningrad and Kien — capital of the Ukraine. The price — $439.20. And add the Caravan Inn/PHX to your list of hotels that grant discounts to airline employees. For more details check with Pass Clerk Gladys Pyles.

IN MAY

The Gold
For Five Years Service

RALPH BISHOP — MAINTENANCE
GLADYS WARFEL — RESERVATIONS

The Ruby
For Ten Years Service

CARMEL (PANCHO) CALDERON — INSPECTION

THE COOKS AMONG US . . . . .

Certainly everyone enjoys a delicious meal, but for many, the art of cooking is indeed more than a necessity — it's a hobby! So, as our hobbyists this month, we present some of the cooks among us. Each hobbyist has volunteered one of her choice recipes. Later in the summer perhaps we'll bring you a Patio Party featuring outdoor and barbecue cooking . . . who knows, we might even find some gentlemen cooks among us!

How does this sound:

Chicken Rice Casserole
Savory Green Beans
Molded Applesauce Salad
Southern Cornbread
Pecan Pie

* * *

Yours truly lends the recipe for the Chicken Rice Casserole, a festive buffet dish that's always cleaned to the last morsel!

Melt 2 tab. butter or margarine in large skillet (or electric fry pan, if you have one!). Add 2½ tab. Sesame seeds and 1½ cups regular uncooked rice. Small bit of green pepper and finely chopped onion. Cook over moderate heat, stirring frequently until lightly browned. Turn into large buttered baking dish or casserole. Brown 3½ — 4-lb. chicken in same skillet used for rice. Arrange on top of rice. Heat 3 cups canned chicken broth in skillet, pour over chicken and rice. Pour ¾ cup white wine over this, cover and bake about 45 minutes, or until chicken is tender. Voila!

For a vegetable, let's try the Savory Green Beans:

Cook frozen (or canned) French cut green beans with small bit diced onion, tablespoon bacon fat, ½ teas. Summer Savory, a small can of sliced mushrooms and salt to taste. Cook only until beans are just tender. Serve hot.

* * *

MARY SLONAKER, Maintenance Secretary, claims she's not *really* a hobbyist cook, but nonetheless, her Molded Applesauce Salad sounds delish!

1 package Lemon Jello
1 cup hot water
Approx. ½ cup cinnamon red hots
2 cups applesauce

Dissolve Jello and red hots in boiling water. Add applesauce, mix well together and pour into molds for a festive touch!

When we talked to PHYLLIS MOSER, Stations Secretary, we thought she might have some interesting little morsels from her native England. However, Phyllis confessed that she left her cookbook in England and there it would stay! She has loved America so much since she came here 2½ years ago, and she was so delighted with the American way of doing things that she has determined to *be* an American. Thus, Phyllis contributes her recipe for good old down-on-the-farm *American* Corn Bread! (Phyllis hopes to become a citizen before too long, and we are truly proud to have her in the Bonanza family!)

1 cup Corn Meal
1 Cup Sifted Flour
¼ Cup Sugar
3 Teaspoons Baking Powder
1 Teaspoon Salt
2 Eggs
¾ Cup Milk
¼ Cup Melted Shortening

Whisk up the eggs, then combine dry ingredients into a bowl. Add whisked eggs and melted shortening, stirring lightly. Pour into well greased 9" square pan, bake in 425 degrees preheated oven for 20—25 minutes.

* * *

And to complete our meal, SARAH SELIN'S most delectable non-fattening (she says!) Pecan Pie.

¼ Cup Butter
½ Cup Sugar
3 Eggs
Pinch Salt
1 Teas. Vanilla
¾ Cup White Karo
1 cup pecans

Cream butter and sugar; add eggs one at a time, stirring well. Then add other ingredients and mix. Pour into pastry lined 8" pan and bake in slow oven until set. Cook on lowest rack as pecans burn easily. Serve plain or with whipped cream. This is just as good a day or two old, and for two pies, recipe can be doubled, using 5 eggs.

If you haven't noticed yet — all of our hobbyists are secretaries — disproving the widespread belief that career girls can't cook!

–Sally Selle

Your special holiday package for DISNEYLAND HOTEL

—includes room, admission to park and 10 rides (admission first day only—ride tickets good any day).

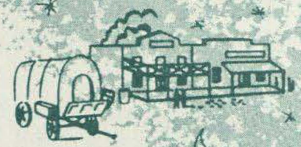
September 15 to May 31st

Prices Per Person	Double Room Twin Beds	Single Room
2 Days 1 Nite	$ 8.50	$13.50
3 Days 2 Nites	13.50	23.50
4 Days 3 Nites	18.50	33.50
5 Days 4 Nites	23.50	43.50
6 Days 5 Nites	28.50	53.50

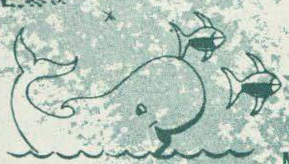
June 1st to September 14th

Prices Per Person	Double Room Twin Beds	Single Room
2 Days 1 Nite	$11.50	$16.50
3 Days 2 Nites	19.50	29.50
4 Days 3 Nites	27.50	42.50
5 Days 4 Nites	35.50	55.50
6 Days 5 Nites	43.50	68.50

in the heart of America's favorite playland



KNOTT'S BERRY FARM



MARINELAND

SAN JUAN CAPISTRANO MISSION

NEWPORT DUNES

GO BY AIR...

GO BONANZA!

SEE YOUR BONANZA AIR LINES OFFICE OR YOUR TRAVEL AGENT

VACATION SPECIAL AVAILABLE ONLY WHEN PURCHASED WITH AIR TICKETS

Your efforts **ARE** *appreciated!*

Dear Sir:

Without a doubt you receive many letters of this type, but I feel that I should pay my respects to your company and especially to the ticket agents in Las Vegas and Kingman.

On April 1st my wife and I were non-rev passengers from Phoenix to Las Vegas. On our arrival we were to meet some friends who were coming to Las Vegas on a later flight. An agent by the name of Jim* in Las Vegas was more than nice to us, certainly far beyond what is required of him.

On our return to Phoenix (we departed from Kingman this time) your agent there, Robertson** I believe, was very helpful in working out our problems.

Men like these are really an asset to your company and certainly deserve additional praise.It was a pleasure to fly Bonanza.

Sincerely,
John W. Miser

P.S. I am a pilot for American and appreciate agents of this caliber.

* Jim White — LAS
**Paul Johnson — IGM

DR LOTTI BENEDICT-STIEBER
ENSCHEDE, 20. März. 1960.
BODDENKAMPSINGEL 40

Sehr geehtre Herren!

**It is my utmost desire to inform you that during the Olympic Winter Games Mr. Phil Mench of your firm was not only helpful, which was no mean feat during the pressure of the business, but he went out of his way to be pleasant also. With great understanding and exactness to even the last detail, he made my trip to Las Vegas and the Grand Canyon a great pleasure. Also, the patience displayed in arranging the itinerary of the Holland Figure Skating Team bordered on the phenomenal, in being helpful to these people.

Since I flew on your airline and so often called on your services, I would appreciate to know what the word "Bonanza" means. If you can give me any information, please do so and I will thank you in advance. You can, naturally, write to me in English.

Please convey my personal regards to Mr. Mench, and again thank him for his courtesy.

Mit den besten Grussen,
Dr. Lotti Benedict-Stieber

**Translation

LOS RIOS TRANSPORTES
1886 24th Street
Yuma, Arizona

Dear Sir:

On flight 721, March 1st, I once again had the pleasure of flying in one of your F-27A Silver Darts from Yuma to Santa Ana. It's a great ship operated by an airline I am always ready to "plug" to my business associates and friends.

One of the things, I think, that helps to foster public relations and to build the reputation of an airline is its stewardesses. That is the primary reason for the writing of this letter. Your stewardesses have always impressed me as being very efficient and capable. However, Miss Imboden, the stewardess on the flight mentioned above, left such an impression on me that I felt a letter of commendation should be sent to you. The reception I received as I boarded at Yuma made me glad to be aboard. I felt as though I wasn't just a name or number on a manifest, but an individual Bonanza was happy to serve. Miss Imboden's quick smile, alertness, and personal interest in the needs and comments of her passengers indicates the aliveness and wonderful personality of this young lady. She looked very neat and trim in her Bonanza uniform.

I am proud to be a member of your flying fan club.

Sincerely,
L. Carson Heral
Owner

ARIZONA MAINE CHANCE
5830 EAST JEAN AVENUE WHITNEY 5 6131 6375
PHOENIX ARIZONA

Dear Mr. Converse—

I have just spent a very busy six months in Phoenix as manager of Elizabeth Arden's Arizona Maine Chance and before I leave (we close on Easter Sunday) I would like to take this opportunity to tell you how very much I have enjoyed my association with Bonanza Air Lines

I personally have taken care of all our clients' tickets at the airport—and your group of young men there have been extremely courteous and co-operative at all times.

Most sincerely—
Mollie P. Cullum

PATRICK H. FENTON
ATTORNEY-AT-LAW
13 WEST HOOVER AVENUE
CEDAR CITY, UTAH

Gentlemen:

In January, I boarded a Bonanza flight at Salt Lake City, heading for Cedar City. I ended up at Phoenix that evening due to a snowstorm that prevented landing anywhere between Salt Lake and Phoenix — except Prescott. I was put up by your people at the Caravan East Motel and was very, very well taken care of.

There are two of your employees that, in my opinion, deserve special attention as they were exceedingly nice to me and went out of their way to be pleasant. One was the man on the desk in Salt Lake City*. I did not remember this man's name, however he was at one time in your employ at Cedar City. The other individual that was attracted to my attention was an agent at the Phoenix airport**. This man was very, very courteous, and went out of his way to see that things were properly taken care of under the circumstances. I believe that both these men should receive special mention for their attention to the needs and desires of the passengers.

Very truly yours,
Patrick H. Fenton

* Blaine Barney — now Mgr./SGU
**Jim O'Connor — PHX

Dear Sirs:

Here I'm writing to you few lines with a photo, enclosed, of one of your charming stewardesses, whose name I failed to ask, unfortunately.*

I'm a young traveler from Japan who flew for the first time aboard your plane, flight 724, from Los Angeles to El Centro on my first business and study trip to your country. And I really enjoyed my flight with her hospitality, especially her kind explanation made to me about the landscape spreading to the south of San Diego which keenly attracted my attention.

Nothing could be more impressive, I believe, for a young foreigner than the warm and friendly hospitality shown to him by a charming young lady at his first step to this country. And the first impression is hard to be forgotten.

After three months of study here in Memphis, I shall be back in California for our business in California and Mexican cotton, which I suppose will give me frequent opportunities to be your passenger. And I am sure I shall enjoy my flight there. Please hand this picture to her with my hearty thanks.

Thank you,
Tsunenobu (Tony) Imanishi

*Gail Keith

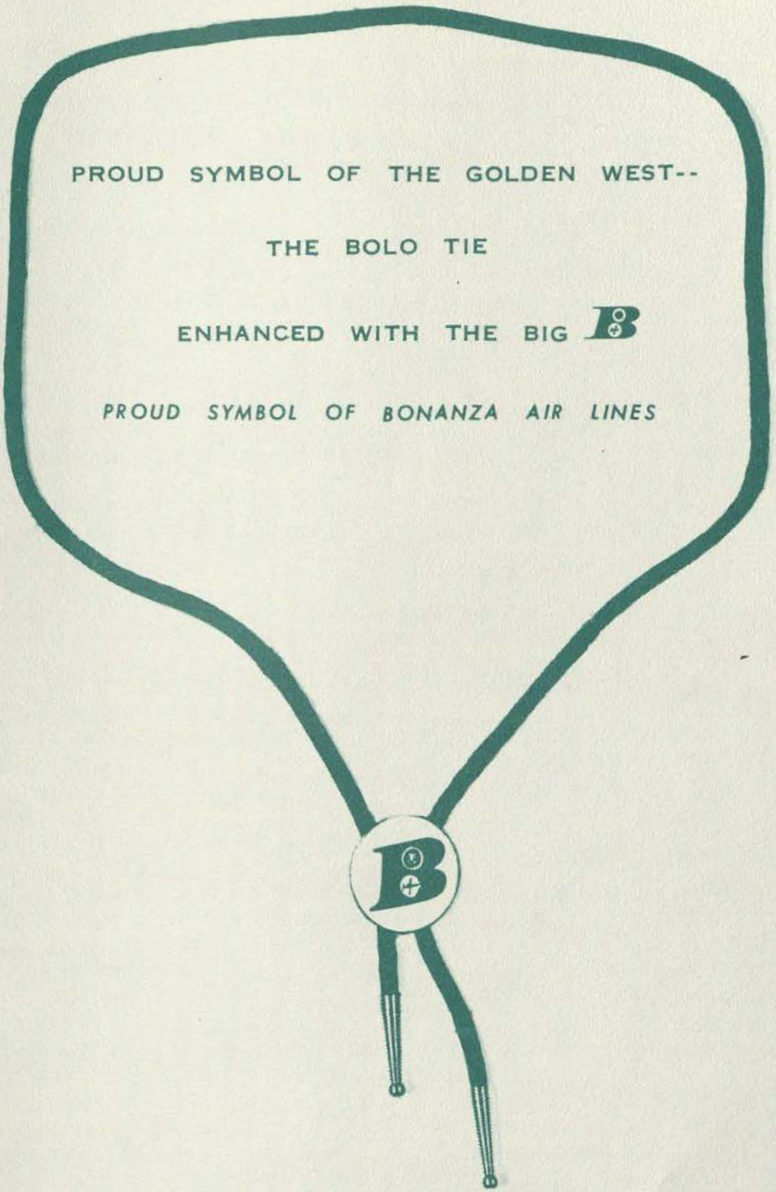
Our display at the Los Angeles Examiner's Travel and Vacation Show. Bonanza Hostess Judy Bertsch was there to answer questions and invite her guests to make themselves comfortable in the plush seats of the Silver Dart.
—Photo courtesy of the Los Angeles Examiner.

PROUD SYMBOL OF THE GOLDEN WEST--

THE BOLO TIE

ENHANCED WITH THE BIG B

PROUD SYMBOL OF BONANZA AIR LINES



Order at One Dollar each from:
Bonanza Air Lines, Inc.
Traffic and Sales Department
P.O.Box 391 Las Vegas, Nevada

TO YOU --- OUR PASSENGER:

PLEASE ACCEPT, WITH OUR COMPLIMENTS, THIS ISSUE OF THE BIG B, BONANZA'S OFFICIAL COMPANY PUBLICATION.

FOR YOUR COMFORT

- PLEASE REMAIN SEATED, WITH SEAT BELT FASTENED, WHENEVER THE "FASTEN SEAT BELT" SIGN IS LIT. PLEASE REMAIN SEATED UNTIL AIRPLANE HAS COME TO A FULL STOP AT THE TERMINAL BUILDING.
- A READING LIGHT SWITCH, AN ADJUSTABLE COOL AIR DUCT, AND A HOSTESS CALL BUTTON ARE LOCATED ABOVE YOUR HEAD; A SEAT ADJUSTMENT BUTTON IS LOCATED IN THE ARMREST.
- MAGAZINES ARE AVAILABLE IN THE RACKS AT THE FRONT OF THE CABIN.
- SMOKING IS PERMITTED ANYTIME THAT THE "NO SMOKING" SIGN IS OUT. AS A CONSIDERATION TO OTHER PASSENGERS, CIGARETTE SMOKING ONLY, PLEASE. AN ASHTRAY IS LOCATED IN THE ARMREST.
- THERE IS A RESTROOM LOCATED IN THE REAR OF THE CABIN.

FOR YOUR CONVENIENCE

- WHEN TAKING PICTURES; TO AVOID UNNECESSARY MOVEMENTS AND REFLECTIONS, SIT SO THAT YOUR BODY BLOCKS THE LIGHT REFLECTION FROM THE OPPOSITE SIDE OF THE CABIN, AND YOUR ARMS OR CAMERA ARE NOT RESTING ON THE SIDE WALL OR SEAT.
- RENTAL CARS ARE AVAILABLE AT MOST AIRPORTS, AND MAY BE RESERVED IN ADVANCE AT YOUR OWN AIRPORT. CHECK WITH YOUR BONANZA AGENT.
- IF YOU ARE HOLDING RESERVATIONS ON ANOTHER FLIGHT, MAY WE REMIND YOU TO CONFIRM ON ARRIVAL AT YOUR STOPOVER POINT. CHECK-IN TIME FOR YOUR NEW FLIGHT IS AT LEAST 20 MINUTES BEFORE DEPARTURE TIME.

WE TRUST YOUR FLIGHT ON BONANZA AIR LINES HAS BEEN PLEASANT, AND WE HOPE TO HAVE YOU AS OUR GUEST AGAIN SOON.

YOUR SUGGESTIONS FOR IMPROVEMENT OF OUR SERVICE ARE MOST WELCOME. PLEASE DIRECT THEM TO **W. J. MITCHELL, VICE PRESIDENT, TRAFFIC & SALES, P. O. BOX 391, LAS VEGAS, NEVADA.**